

Wolfner Advisory Council

July 20, 2012

Minutes

Members Present: Wilma Chestnut, Melinda Cook, Denise Cope, Mildred Eads, Dan Flasar, Raymond “Chip” Hailey, Gretchen Maune, Russell McCampbell, Deanna Noriega, Andrew Ormsby, Jr., Daryl Vickers

Staff Present: Richard Smith, Velma Steinman, Natalie Junkin, Brandon Kempf, Paul Matthews, Ginny Ryan, Deborah Stroup, Cheryl Hassler, Diann Stark

Members Absent: Mary Dingus, Zeze Miller

Guests: Mark Vogel, Avant Marketing
Mark Buckley, Avant Marketing

Flasar called the meeting to order at 10:15 a.m. Council members, staff and guests were introduced.

Announcements:

Gretchen Maune announced a new council has formed in Columbia. It is the Tiger Council for the Blind. The group meets on the 3rd Friday of the month, 6:00 p.m. to 7:30 p.m. at the Daniel Boone Regional Library on West Broadway in Columbia.

Approval of Minutes of March 23, 2012

Flasar called for a motion to approve the meeting minutes as submitted. Noriega so moved. Vickers seconded. Motion carried.

Summer Reading Program Update – Richard Smith

Summer is an exciting time for Wolfner Library’s younger readers. The 2012 Summer Reading Club is under way, with ambitious readers under the age of 18 tracking reading times in order to earn a free book and an entry in the grand-prize drawing for an iPad. Smaller prizes, including free books, will be sent to club members reporting their total reading times at the end of the program.

The iPad and free books are purchased with funds provided by the Friends of Wolfner Library. All other prizes are purchased with funds from the Library Development Division of the Missouri State Library.

Tactile Map Project – Brandon Kempf, Reader Advisor

Kempf said for the past several years, Wolfner has produced tactile maps of various locations. The most recent map was of Jefferson City. He asked the Council for suggestions on a new map. Maune suggested a downtown area map of both Kansas City and of St. Louis. Vickers suggested the Forest Park area of St. Louis. Chestnut suggested the Brentwood/Manchester area of St. Louis. Stadium areas and metro stops were also suggested.

Conference Call -- Karen Keninger, Director of the National Library Service for the Blind and Physically Handicapped (NLS)

Council members, staff and guests were introduced to Ms. Keninger.

Her priorities for the next five years for NLS are:

1. Maintain the quality of the materials which NLS produces.
2. Expand the quantity and scope of materials that NLS produces or makes available through the network. One of the strategies for this is to open up BARD as a way of allowing the regional libraries to share their digital content and adding more foreign language materials. WebBraille will be added to BARD.
3. Leverage both current and emerging technology to enhance the reading and delivery systems for all NLS and network materials.

Director's Report – Richard Smith, Director of Wolfner Talking Book & Braille Library

A Missouri patron is featured in NLS' recent PSA, which Smith read to the Council. This PSA will be sent nationwide. The Missouri release is currently with the SOS Publications Office for review.

Braille International, Inc. will be closing in August of 2012. The company produces the largest number of braille books for the NLS. Titles in process will be completed and shipped, and titles not yet started will be reassigned.

NLS Conference Report – Richard Smith

Changes in technology were the high point at the conference. Text-to-speech synthesizers were demonstrated.

This fall NLS will begin the transition of the audio magazines from tape to digital. There will be multiple magazines on a cartridge. NLS will stop service on magazines if the cartridges are not returned.

NLS is developing a program called Rsync. It is UNIX program and will be offered to the distributors of magazines. It pulls the patrons magazines from BARD, downloads them onto a cartridge for distribution to the patron. NLS will not distribute local magazines. Wolfner will have to emulate NLS software in order to provide the local magazines.

BARD will be updated to include WebBraille. There will be training in the future on how to use the upgraded BARD system.

Wolfner Library Long Range Plan – Mark Vogel, Mark Buckley, Avant Marketing

Avant is a marketing planning firm. A brief background of the company and its experience in strategic planning was given. Avant will be not doing a complete strategic plan. The report will be a guide for Wolfner to use in forming a strategic plan. The report will recommend key issues and strategies for going forward, to include:

- Recommendations for an updated Mission Statement
- Goals and measurable objectives
- Proposed three to five year activities to meet the strategic goals
- Identify needs for service with regards to future trends and technology

The analysis and report is scheduled to be completed by the end of September.

Wolfner Outreach – Natalie Junkin

Smith announced that Natalie Junkin would be leaving Wolfner Library at the end of July.

There are several outreach events in August and September where Wolfner will have a presence. Junkin presented to a new group, the Senior Services Task Force. A week after the presentation, five new patrons applied for Wolfner services.

Wrap Up – Richard Smith

The current Outreach events will be divided between the Wolfner staff for coverage.

Wolfner is at 85% digital distribution. Wolfner also provides digital on demand for books that are in digital format on BARD.

Maune asked if the Wolfner staff could send out notices to patrons advising them that their books, movies, etc. are due to be returned. Smith said Wolfner already does this for the one of a kind Braille books and movies.

In the fall, NLS will begin a recall of the digital cartridges. By 2020, the recall for the cartridges will equal the cartridges that NLS is sending out. For example if you receive 40 copies of a book then after five years, NLS will recall those 40 cartridges. This would create a no growth library. The library will be receiving as many books as it will be returning.

Adjournment:

Flasar adjourned the meeting at 2:15 p.m.

Dates of 2012 meetings: November 9, 2012